

ASPIRA, Inc. of New Jersey

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MS. MARIA MERCADO
Chairperson

MS. GRIZEL UBARRY
Executive Director

March 29, 1979

Mr. Joseph A. Furfey, Manager
Area Development & Urban Affairs
First Jersey National Bank
One Exchange Place
Jersey City, N.J. 07302

Dear Joseph:

My apologies for the delay of this letter. Your letter arrived during the time I was on vacation. Since then I have been trying to catch up.

I believe the following suggestions may be helpful in assisting you in understanding how best your institution can serve our community.

Let me know if they are feasible.

Sincerely,

Ms. Grizel Ubarry
Executive Director

GU/fh

Encl.

BANK SUGGESTIONS

1. To be more lenient in the giving of loans to minority students by not stringently demanding that they have accounts at the bank before considering their applications.
2. To develop programs which would confer loans to minority businesses in high-risk areas that would normally disqualify them from consideration.
3. To hold seminars for minority businessmen and community leaders at which demographic, economic, and population trends would be discussed utilizing the bank's expertise and which would help such persons plan for their community.
4. Establish special training programs to permit minorities to break into banking or establish career internship programs for both high school and college students. At present there are very few Hispanics entering the field of business or banking. Some type of career orientation or sensitivity effort must be done to increase the numbers.
5. Recruit Hispanics into key positions involving the handling of loans and other similar services. Our community lacks proficiency in the English language and sometimes have difficulty communicating both ways. However, the fact that they have limited English speaking ability does not hamper them from being profitable businessmen. Bilingual staff can be an asset.
6. Translate those hand-outs that best describe your services. I am not aware of any bank who provides literature in Spanish describing their many services and programs. This may not only attract clients who have limited English speaking ability but may attract others as well who appreciate the institutions' effort to respond to community needs. For instance, I tend to take my business, whether personal or office-related, to places where they hire Hispanics or provide Bilingual services.
7. Finally, in the Hudson County area, both Channel 41 and 47 are widely viewed by our community. A T.V. announcement may be a good way of reaching our community.